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American Banker

ATMs AT TOP 300 BANKS — TABLES ON PAGES 30-31

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TODAY

ATMs Revisited

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Most Consumers Say Charging For Machine Use Is Unreasonable

By MICHAEL WEINSTEIN

NEW YORK — A majority of consumers think that it is unreasonable for banks to charge them for automated teller machine transactions at a time when more and more banks are levying such fees, according to a survey commissioned by the *American Banker*.

But some bankers think that consumers are willing to pay for the convenience of using the machines. And ATM fees contribute to banks' noninterest income — an increasingly important source of revenue for the industry.

AN American Banker SURVEY

Other bankers, however, oppose ATM fees, saying that the charges will deter customers from using the machines and defeat the purpose of installing the equipment.

The newspaper's third annual survey, "How Consumer America Views the Changing Financial Services Industry," gauged attitudes on a range of issues in the financial services industry. The nationwide telephone survey polled 1,028 adults between May 30 and June 18. It was conducted by Reichman Research Inc., an opinion research firm in New York City and San Francisco.

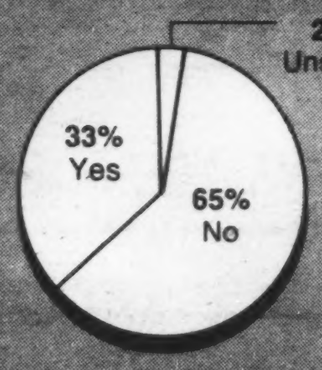
This is the last in a series of articles on the survey results. Other findings were released in September and October.

"Consumers have proved to be relatively insensitive to pricing of ATM transaction services, within reason," says Douglas D. Anderson, senior vice president at the Philadelphia National Bank. "Financial institutions can indeed do it."

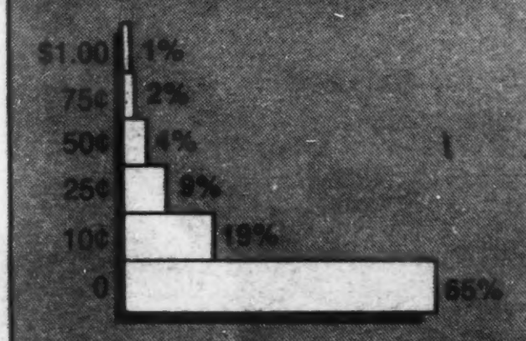
Machine Fees: Page 37 ➡

Will Consumers Pay for ATMs?

Is it reasonable for banks to charge a small fee for each ATM transaction?



What's a reasonable fee?

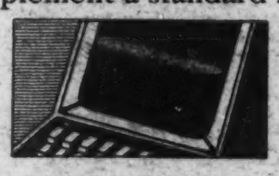


Source: American Banker Survey, 1986

Fed Is Exploring Standard Format For Fund Networks

By TOM FERRIS

NEW YORK — In a potentially significant move for the nation's payment mechanism, the Federal Reserve System is exploring whether it should implement a standard format for transactions over both its Fed Wire funds-transfer system and the automated clearing house network, an agency official said.



Operations/Technology

Such a move would cut down on "confusion" caused by the number of different formats now used on both

Wire Transfers: Page 12 ➡

Are Off-Site ATMs Worth the Effort?

Some Experts Question Value of More Machines in Supermarkets

NEW YORK — Banks have been placing growing numbers of automated teller machines in locations away from bank offices — supermarkets, convenience stores, and gas stations, for example — and more of these installations are planned.

ATMs

But some industry experts question the value of additional off-site or off-premises machines, as they are known.

The *American Banker* today ranks the commercial banks with the most ATMs and the most off-premises teller machines on page 39. A table showing the number of teller machines and number of off-site machines for the 300 biggest commercial banks in the country appears on the same page.

Banks began using teller machines around 1970, and they initially installed them mainly in their own branches. But now more than half of new ATM sites under consideration by banks are off bank premises, said Richard N. Speer, president of Speer & Associates Inc., an Atlanta-based consulting firm specializing in electronic banking.

Top ATM Banks Ranked
Pages 30-31

Many banks already have enough

Off-Site: Page 39 ➡

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Automated Teller Machines at the Top 300 Banks

In Geographical Order, Ranked by Deposits on June 30, 1986

Compiled by American Banker Copyright 1986

Rank 6/86		Deposits 6/30/86 ($ millions)	Automated Teller Machines Total	In Offices	Outside Offices
	ALABAMA				
70	AmSouth Bank NA, Birmingham	3,935	74	66	8
91	First Alabama Bank, Montgomery	3,133	68	NA	NA
126	Central Bank of the South, Birmingham	2,228	NA	NA	NA
156	SouthTrust Bank of Alabama NA, Birmingham	1,856	23	20	3
	ALASKA				
300	National Bank of Alaska, Anchorage	874	44	34	10
	ARIZONA				
22	Valley National Bank, Phoenix	8,538	158	148	10
44	First Interstate Bank of Arizona NA, Phoenix	5,333	130	127	3
78	Arizona Bank, Phoenix	3,564	114	94	20
153	United Bank of Arizona, Phoenix	1,876	32	32	0
	CALIFORNIA				
2	Bank of America NT&SA, San Francisco	88,639	1,341	1,164	177
7	Wells Fargo Bank NA, San Francisco	32,583	1,209	1,123	86
8	Security Pacific National Bank, Los Angeles	32,464	634	592	42
12	First Interstate Bank of California, Los Angeles	16,255	359	330	29
32	Union Bank, Los Angeles	6,371	2	2	0
58	California First Bank, San Francisco	4,760	147	142	5
99	Sumitomo Bank of California, San Francisco	2,814	NA	NA	NA
108	Bank of California NA, San Francisco	2,549	0	0	0
123	Lloyds Bank California, Los Angeles	2,370	64	63	1
138	City National Bank, Beverly Hills	2,051	29	29	0
172	Mitsui Manufacturers Bank, Los Angeles	1,684	0	0	0
202	Imperial Bank, Los Angeles	1,387	0	0	0
213	Golden State Sanwa Bank, San Francisco	1,307	25	25	0
219	Mitsubishi Bank of California, Los Angeles	1,237	22	21	1
241	Hibernia Bank, San Francisco	1,092	NA	NA	NA
243	Barclays Bank of California, San Francisco	1,084	63	48	15
247	Bank of the West, San Francisco	1,070	66	61	5
255	Central Bank, San Francisco	1,038	NA	NA	NA
261	San Diego Trust & Savings Bank	1,018	NA	NA	NA
279	Westamerica Bank NA, San Rafael	968	NA	NA	NA
	COLORADO				
146	United Bank of Denver NA	1,964	16	16	0
179	First Interstate Bank of Denver NA	1,591	11	5	6
288	Colorado National Bank, Denver	932	8	8	0
293	Central Bank of Denver	905	NA	NA	NA
	CONNECTICUT				
29	Connecticut Bank & Trust Co. NA, Hartford	6,485	203	119	84
38	Connecticut National Bank, Hartford	5,789	130	107	23
137	Union Trust Co., Stamford	2,060	66	48	18
175	Citytrust, Bridgeport	1,653	NA	NA	NA
180	Colonial Bank, Waterbury	1,591	NA	NA	NA
	DELAWARE				
143	Wilmington Trust Co.	2,004	87	84	3
185	Manufacturers Hanover Bank (Delaware), Wilmington	1,521	NA	NA	NA
215	Chase Manhattan Bank (USA) NA, Wilmington	1,267	NA	NA	NA
227	Bank of Delaware, Wilmington	1,213	29	27	2
244	Morgan Bank (Delaware), Wilmington	1,080	NA	NA	NA
	DISTRICT OF COLUMBIA				
65	Riggs National Bank, Washington, D.C.	4,131	NA	NA	NA
86	American Security Bank NA, Washington, D.C.	3,225	NA	NA	NA
220	National Bank of Washington, D.C.	1,234	35	33	2
235	First American Bank NA, Washington, D.C.	1,131	NA	NA	NA
	FLORIDA				
23	Southeast Bank NA, Miami	8,310	NA	NA	NA
47	Florida National Bank, Jacksonville	5,212	208	132	76
54	First Union National Bank of Florida, Jacksonville	4,972	NA	NA	NA
57	NCNB National Bank of Florida, Tampa	4,788	NA	NA	NA
75	Barnett Bank of South Florida NA, Miami	3,811	54	43	11
77	First Florida Bank NA, Tampa	3,692	129	84	45
113	Sun Bank NA, Orlando	2,483	91	73	18
191	Sun Bank/Miami NA, Miami	1,471	33	24	9
195	Sun Bank/South Florida NA, Fort Lauderdale	1,457	47	47	0
200	Barnett Bank of Palm Beach Cty., West Palm Beach	1,411	26	21	5
206	Barnett Bank of Central Florida NA, Winter Park	1,363	41	36	5
229	Pan American Bank NA, Miami	1,181	NA	NA	NA
234	Barnett Bank of Jacksonville NA	1,152	26	19	7
250	Sun Bank of Tampa Bay, Tampa	1,048	39	37	2
281	First American Bank & Trust, North Palm Beach	964	NA	NA	NA
295	Barnett Bank of Tampa NA	893	27	23	4
	GEORGIA				
28	Citizens & Southern National Bank, Atlanta	6,653	166	131	35
53	First National Bank, Atlanta	4,996	NA	NA	NA
79	Trust Company Bank, Atlanta	3,471	43	38	5
151	Bank South NA, Atlanta	1,884	45	39	6
236	National Bank of Georgia, Atlanta	1,114	NA	NA	NA
	HAWAII				
68	Bank of Hawaii, Honolulu	3,980	NA	NA	NA
100	First Hawaiian Bank, Honolulu	2,806	52	51	1
	IDAHO				
130	Idaho First National Bank, Boise	2,185	32	31	1
197	First Security Bank of Idaho NA, Boise	1,440	22	22	0
	ILLINOIS				
10	First National Bank, Chicago	24,830	45	37	8
11	Continental Illinois Nat'l. Bank & Tr. Co., Chicago	17,166	NA	NA	NA
37	Harris Trust & Savings Bank, Chicago	5,826	10	10	0
61	Northern Trust Co., Chicago	4,449	NA	NA	NA
107	American National Bank & Trust Co., Chicago	2,603	NA	NA	NA
223	Exchange National Bank, Chicago	1,232	5	5	0
254	LaSalle National Bank, Chicago	1,040	5	5	0
	INDIANA				
103	American Fletcher National B&T Co., Indianapolis	2,732	39	35	4
105	Indiana National Bank, Indianapolis	2,703	56	51	5
162	Merchants National Bank & Trust Co., Indianapolis	1,773	42	33	9
285	Summit Bank, Fort Wayne	944	15	6	9
	IOWA				
277	Norwest Bank Des Moines NA	972	15	10	5
	KANSAS				
249	Bank IV Wichita NA	1,052	13	5	8
	KENTUCKY				
110	First National Bank, Louisville	2,529	35	34	1
119	Citizens Fidelity Bank & Trust Co., Louisville	2,426	21	15	6
194	Liberty National Bank & Trust Co., Louisville	1,462	29	28	1
	LOUISIANA				
148	Hibernia National Bank, New Orleans	1,934	NA	NA	NA
170	Whitney National Bank, New Orleans	1,715	0	0	0
177	First National Bank of Commerce, New Orleans	1,638	39	26	13
237	Louisiana National Bank, Baton Rouge	1,111	27	25	2
257	First National Bank, Shreveport	1,036	NA	NA	NA
283	Commercial National Bank, Shreveport	962	NA	NA	NA
	MAINE				
260	Casco Northern Bank NA, Portland	1,018	43	41	2
	MARYLAND				
40	Maryland National Bank, Baltimore	5,617	NA	NA	NA
85	First National Bank of Maryland, Baltimore	3,245	106	77	29
101	Equitable Bank NA, Baltimore	2,802	157	153	4
115	Sovran Bank/Maryland, Bethesda	2,468	116	108	8
147	Union Trust Co., Baltimore	1,939	NA	NA	NA
165	Bank of Baltimore	1,740	30	29	1
228	Citizens Bank & Trust Co., Riverdale	1,207	47	24	23
276	Mercantile-Safe Deposit & Trust Co., Baltimore	972	13	12	1
	MASSACHUSETTS				
15	First National Bank, Boston	14,795	NA	NA	NA
42	Bank of New England NA, Boston	5,379	68	68	0
49	Boston Safe Deposit & Trust Co.	5,092	1	0	1
62	State Street Bank & Trust Co., Boston	4,341	7	7	0
87	Shawmut Bank of Boston NA, Boston	3,219	69	51	18
124	BayBank Middlesex, Burlington	2,279	242	133	109
239	Bank of New England-West NA, Springfield	1,098	13	11	2
258	BayBank Norfolk County Trust Co., Dedham	1,029	NA	NA	NA
268	Shawmut Worcester County Bank NA, Worcester	997	NA	NA	NA
269	Arlington Trust Co., Lawrence	996	18	15	3
	MICHIGAN				
20	National Bank of Detroit	9,057	109	96	13
39	Comerica Bank-Detroit	5,659	242	216	26
55	Manufacturers National Bank, Detroit	4,970	49	45	4
131	Old Kent Bank & Trust Co., Grand Rapids	2,154	41	40	1
161	Michigan National Bank, Detroit	1,780	78	49	29
188	Michigan National Bank, Lansing	1,489	60	37	23
278	Security Bank & Trust Co., Southgate	970	28	26	2
280	Citizens Commercial & Savings Bank, Flint	966	24	16	8
297	First of America Bank-Detroit NA	882	18	17	1
	MINNESOTA				
43	First National Bank, Minneapolis	5,371	NA	NA	NA
72	Norwest Bank Minneapolis NA	3,890	NA	NA	NA
92	First National Bank, St. Paul	3,088	NA	NA	NA
252	Marquette Bank Minneapolis NA	1,046	11	11	0
	MISSISSIPPI				
141	Deposit Guaranty National Bank, Jackson	2,043	27	24	3
155	Trustmark National Bank, Jackson	1,866	21	18	3
	MISSOURI				
93	Mercantile Trust Co. NA, St. Louis	3,068	53	53	0
98	Boatmen's National Bank, St. Louis	2,819	42	39	3
122	Centerre Bank NA, St. Louis	2,390	19	19	0
199	Commerce Bank of St. Louis County NA, Clayton	1,424	49	49	0
217	United Missouri Bank of Kansas City NA	1,242	5	5	0
224	Boatmen's First National Bank, Kansas City	1,230	5	5	0
240	Commerce Bank of Kansas City NA	1,097	NA	NA	NA
296	Mark Twain Bank NA, Ladue	883	NA	NA	NA
	NEBRASKA				
233	Norwest Bank Nebraska NA, Omaha	1,154	NA	NA	NA
294	FirsTier Bank NA, Omaha	898	NA	NA	NA
	NEVADA				
120	First Interstate Bank of Nevada NA, Reno	2,401	87	51	36
246	Valley Bank of Nevada, Las Vegas	1,071	85	38	47
	NEW JERSEY				
33	First Fidelity Bank NA, Newark	6,290	0	0	0
109	Midlantic National Bank, Newark	2,539	103	102	1
118	United Jersey Bank, Hackensack	2,430	NA	NA	NA
132	Midlantic National Bank/North, West Paterson	2,126	20	20	0
150	National Community Bank, Rutherford	1,911	NA	NA	NA
152	New Jersey National Bank, Pennington	1,880	34	31	3
158	Heritage Bank NA, Jamesburg	1,834	NA	NA	NA
173	First Jersey National Bank, Jersey City	1,676	31	27	4
174	Citizens First National Bank, Ridgewood	1,662	NA	NA	NA
187	First Fidelity Bank NA, Burlington Twp.	1,501	38	36	2
203	National State Bank, Elizabeth	1,383	40	39	1
207	Horizon Bank NA, Morristown	1,337	NA	NA	NA
214	First Fidelity Bank NA/North Jersey, Totowa	1,306	NA	NA	NA
216	First National Bank, Toms River	1,250	37	22	15
218	Valley National Bank, Passaic	1,239	NA	NA	NA
248	Princeton Bank, Princeton	1,062	NA	NA	NA
256	Trust Company of New Jersey, Jersey City	1,037	NA	NA	NA
273	Midlantic National Bank/South, Haddonfield	979	NA	NA	NA
287	Summit Trust Co.	938	12	9	3
291	Central Jersey Bank & Trust Co., Freehold	923	6	6	0
299	United Counties Trust Co., Cranford	877	NA	NA	NA
	NEW MEXICO				
210	Sunwest Bank of Albuquerque NA	1,315	NA	NA	NA
	NEW YORK				
1	Citibank NA, New York	96,265	625	NA	NA
3	Chase Manhattan Bank NA, New York	58,911	240	235	5
4	Manufacturers Hanover Trust Co., New York	45,379	227	199	28
5	Morgan Guaranty Trust Co., New York	42,150	0	0	0
6	Chemical Bank, New York	35,187	144	136	8
9	Bankers Trust Co., New York	28,666	NA	NA	NA

Automated Teller Machines at the Top 300 Banks

In Geographical Order, Ranked by Deposits on June 30, 1986

Compiled by American Banker Copyright 1986

Rank 6/86		Deposits 6/30/86 ($ millions)	Automated Teller Machines Total	In Offices	Outside Offices
	NEW YORK (Continued)				
13	Marine Midland Bank NA, Buffalo	15,483	253	195	58
16	Bank of New York	13,780	65	57	8
17	Irving Trust Co., New York	10,811	NA	NA	NA
18	Republic National Bank, New York	10,724	6	6	0
24	National Westminster Bank USA, New York	8,146	97	92	5
56	Bank of Tokyo Trust Co., New York	4,797	7	7	0
60	European American Bank, New York	4,629	26	26	0
81	Israel Discount Bank, New York	3,433	0	0	0
82	Chase Lincoln First Bank NA, Rochester	3,400	156	126	30
84	Citibank (New York State) NA, Rochester	3,288	NA	NA	NA
94	Fuji Bank & Trust Co., New York	2,950	NA	NA	NA
96	Norstar Bank of Upstate NY, Albany	2,865	23	23	0
111	Bank Leumi Trust Co., New York	2,508	12	12	0
112	Industrial Bank of Japan Trust Co., New York	2,491	0	0	0
133	United States Trust Co., New York	2,093	NA	NA	NA
135	Manufacturers & Traders Trust Co., Buffalo	2,071	44	35	9
160	Barclays Bank of New York NA	1,789	NA	NA	NA
171	Key Bank NA, Albany	1,690	16	16	0
176	J. Henry Schroder Bank & Trust Co., New York	1,648	0	0	0
189	Long Island Trust Co. NA, Garden City	1,480	1	1	0
196	Norstar Bank, Rochester	1,455	NA	NA	NA
225	Norstar Bank of Long Island, Hempstead	1,221	9	9	0
231	Norstar Bank NA, Buffalo	1,172	20	20	0
238	Key Bank of Central New York, Syracuse	1,098	8	8	0
251	Amalgamated Bank, New York	1,048	0	0	0
284	Daiwa Bank Trust Co., New York	947	0	0	0
	NORTH CAROLINA				
21	NCNB National Bank of North Carolina, Charlotte	8,806	104	94	10
25	Wachovia Bank & Trust Co. NA, Winston-Salem	7,989	NA	NA	NA
31	First Union National Bank, Charlotte	6,454	128	121	7
116	First-Citizens Bank & Trust Co., Raleigh	2,461	75	73	2
117	Branch Banking & Trust Co., Wilson	2,445	61	55	6
201	United Carolina Bank, Whiteville	1,399	NA	NA	NA
205	Southern National Bank, Lumberton	1,372	NA	NA	NA
253	Central Carolina Bank & Trust Co. NA, Durham	1,042	NA	NA	NA
	OHIO				
48	Huntington National Bank, Columbus	5,101	134	132	2
50	AmeriTrust Co. NA, Cleveland	5,091	140	131	9
67	Society National Bank, Cleveland	3,981	131	115	16
80	BancOhio National Bank, Columbus	3,444	NA	NA	NA
83	National City Bank, Cleveland	3,293	121	110	11
127	Bank One Columbus NA	2,222	62	43	19
134	Toledo Trust Co.	2,093	46	41	5
163	Central Trust Co. NA, Cincinnati	1,771	79	33	46
166	Fifth Third Bank, Cincinnati	1,738	69	49	20
182	First National Bank, Cincinnati	1,571	36	27	9
184	First National Bank, Akron	1,535	39	38	1
190	Society Bank NA, Dayton	1,477	59	42	17
204	Bank One Dayton NA	1,383	52	38	14
242	Bank One of Eastern Ohio NA, Youngstown	1,089	30	25	5
245	Bank One Cleveland NA	1,077	34	34	0
266	Society Bank of Eastern Ohio NA, Canton	1,006	35	32	3
275	Provident Bank, Cincinnati	973	63	25	38
	OKLAHOMA				
178	Liberty National Bank & Trust Co., Oklahoma City	1,627	57	7	50
211	Bank of Oklahoma Tulsa NA	1,312	41	11	30
262	First National Bank & Trust Co., Tulsa	1,015	5	3	2
265	First National Bank & Trust Co., Oklahoma City	1,006	NA	NA	NA
	OREGON				
46	United States National Bank, Portland	5,239	272	111	161
63	First Interstate Bank of Oregon NA, Portland	4,254	120	110	10
	PENNSYLVANIA				
14	Mellon Bank NA, Pittsburgh	15,199	665	304	361
30	Pittsburgh National Bank	6,459	86	74	12
35	Philadelphia National Bank	6,178	69	61	8
45	Fidelity Bank NA, Malvern	5,303	NA	NA	NA
52	Meridian Bank, Reading	5,032	131	92	39
69	Provident National Bank, Philadelphia	3,959	94	79	15
74	First Pennsylvania Bank NA, Philadelphia	3,876	72	67	5
88	Mellon Bank (East) NA, Philadelphia	3,208	228	88	140
114	Continental Bank, Norristown	2,479	27	25	2
129	Hamilton Bank, Lancaster	2,189	40	34	6
154	Equibank, Pittsburgh	1,875	38	37	1
164	Union National Bank, Pittsburgh	1,753	60	54	6
169	Industrial Valley Bank & Trust Co., Philadelphia	1,716	NA	NA	NA
181	Northeastern Bank of Pennsylvania, Wilkes-Barre	1,576	35	19	16
192	Dauphin Deposit Bank & Trust Co., Harrisburg	1,467	18	17	1
221	First Eastern Bank NA, Wilkes-Barre	1,234	23	22	1
226	Merchants Bank NA, Allentown	1,216	32	27	5
230	Commonwealth National Bank, Harrisburg	1,172	32	NA	NA
272	First Seneca Bank, Butler	982	29	25	4
289	Gallatin National Bank, Uniontown	931	33	29	4
290	United Penn Bank, Wilkes-Barre	930	18	14	4
298	Pennbank, Warren	879	NA	NA	NA
	PUERTO RICO				
76	Banco Popular de Puerto Rico, San Juan	3,752	107	62	45
136	Banco de Ponce	2,067	41	33	8
259	Banco de Santander-Puerto Rico, Hato Rey	1,019	NA	NA	NA
274	Banco Central Corp., Hato Rey	975	13	13	0
	RHODE ISLAND				
64	Fleet National Bank, Providence	4,205	42	41	1
140	Rhode Island Hospital Trust Nat'l. Bank, Providence	2,044	34	32	2
	SOUTH CAROLINA				
90	South Carolina National Bank, Columbia	3,138	126	115	11
106	Citizens & Southern National Bank, Charleston	2,641	105	77	28
167	NCNB South Carolina, Columbia	1,728	54	46	8
270	First Union Bank of South Carolina, Greenville	995	39	32	7
	SOUTH DAKOTA				
142	Citibank (South Dakota) NA, Sioux Falls	2,014	0	0	0
212	Norwest Bank South Dakota NA, Sioux Falls	1,310	16	8	8
292	First Bank of South Dakota NA, Sioux Falls	917	14	13	1
	TENNESSEE				
73	First Tennessee Bank NA, Memphis	3,887	102	83	19
145	Third National Bank, Nashville	1,988	NA	NA	NA
157	First American National Bank, Nashville	1,840	23	18	5
159	Commerce Union Bank, Nashville	1,819	29	16	13
198	Union Planters National Bank, Memphis	1,426	67	36	31
282	National Bank of Commerce, Memphis	963	NA	NA	NA
	TEXAS				
19	RepublicBank Dallas NA	10,026	14	8	6
34	Texas Commerce Bank NA, Houston	6,276	5	4	1
51	MBank Dallas NA	5,039	NA	NA	NA
59	InterFirst Bank Dallas NA	4,638	13	11	2
66	First City National Bank, Houston	4,026	NA	NA	NA
89	MBank Houston NA	3,205	NA	NA	NA
97	Allied Bank of Texas, Houston	2,831	4	4	0
139	Texas American Bank/Fort Worth NA	2,050	18	4	14
168	RepublicBank Houston NA	1,726	8	8	0
186	Frost National Bank, San Antonio	1,509	4	4	0
222	InterFirst Bank Austin NA	1,233	19	4	15
263	InterFirst Bank Fort Worth NA	1,014	3	3	0
264	NBC Bank-San Antonio NA	1,011	4	4	0
267	Texas Commerce Bank-Austin NA	1,005	NA	NA	NA
286	Laredo National Bank	940	4	2	2
	UTAH				
128	First Security Bank of Utah NA, Ogden	2,221	41	32	9
149	Zions First National Bank, Salt Lake City	1,914	39	32	7
	VIRGINIA				
26	Sovran Bank NA, Richmond	7,764	185	165	20
41	United Virginia Bank, Richmond	5,401	133	129	4
71	Bank of Virginia, Richmond	3,912	89	77	12
95	Central Fidelity Bank, Richmond	2,893	43	43	0
121	Dominion Bank NA, Roanoke	2,400	33	25	8
125	First American Bank of Virginia, McLean	2,254	70	70	0
193	First Virginia Bank, Falls Church	1,465	39	38	1
271	Jefferson National Bank, Charlottesville	989	18	15	3
	WASHINGTON				
27	Seattle-First National Bank	7,206	NA	NA	NA
36	Rainier National Bank, Seattle	5,987	142	129	13
102	First Interstate Bank of Washington NA, Seattle	2,749	NA	NA	NA
144	Peoples National Bank, Seattle	1,990	29	29	0
208	Puget Sound National Bank, Tacoma	1,325	NA	NA	NA
209	Old National Bank, Spokane	1,319	NA	NA	NA
	WISCONSIN				
104	First Wisconsin National Bank, Milwaukee	2,709	33	22	11
183	M & I Marshall & Ilsley Bank, Milwaukee	1,537	26	16	10
232	Marine Bank NA, Milwaukee	1,170	25	10	15

Shared Networks Boost Popularity of Off-Site Teller Machines

Continued from Page 1

ATMs in their branches and are looking for ways to make banking more convenient for their customers. The development of shared teller machine networks has also boosted the popularity of off-site machines.

A shared teller machine network allows customers of one institution to use the ATMs of another institution.

Off-site machines become more practical when a majority of consumers in a given area can use them rather than only customers of a single institution.

There are now about 14,700 off-premises teller machines in the United States, up from some 14,000 last year, according to *Bank Network News*, an industry newsletter in Chicago. The newsletter estimates that there are now a total of 64,000 ATMs in the country.

California First Bank in San Francisco recently teamed up with Gtel, a subsidiary of GTE Corp., to bring up about 200 ATMs in Safeway supermarkets.

"The machines are heavily populated in Los Angeles and San Francisco, and it really extends our presence significantly," said Charles Pedersen, deputy manager and senior vice president at Calfirst's operations division in San Diego. The bank has 135 branches statewide, including 48 in Los Angeles and 37 in San Francisco.

"The big selling point of supermarkets, besides the obvious convenience, is the security," Mr. Pedersen said.

Off-Site: Page 41

Top ATM Banks *

Bank	Total ATMs	Off-premise ATMs
Bank of America, San Francisco	1,341	177
Wells Fargo Bank, San Francisco	1,209	86
Mellon Bank, Pittsburgh	665	361
Security Pacific National Bank, Los Angeles	634	42
Citibank, New York	625	N.A.
First Interstate Bank of California, Los Angeles	359	29
Mellon Bank (East), Philadelphia	296	140
United States National Bank, Portland, Ore.	272	161
Marine Midland Bank, Buffalo, N.Y.	253	58
Chase Manhattan Bank, New York	240	5
BayBank Middlesex, Burlington, Mass.	242	109
Comerica Bank, Detroit	242	26
Manufacturers Hanover Trust Co., New York	227	28
Florida National Bank, Jacksonville	208	76

* As of June 30, 1986, based on an American Banker survey of the biggest 300 commercial banks ranked by deposit size.

Top Banks Ranked by Number of Off-Premise ATMs *

Bank	Off-premise ATMs
Mellon Bank NA, Pittsburgh	361
Bank of America, San Francisco	177
United States National Bank, Portland, Ore.	161
Mellon Bank (East) NA, Philadelphia	140
BayBank Middlesex, Burlington, Mass.	109
Wells Fargo Bank, San Francisco	86
Connecticut Bank & Trust Co., Hartford	84
Florida National Bank, Jacksonville	76
Marine Midland Bank, Buffalo, N.Y.	58
Liberty National Bank & Trust Co., Oklahoma City	50

* As of June 30, 1986, based on an American Banker survey of the biggest 300 commercial banks ranked by deposit size.

Dear Reader, How Are We Doing?

Please spend a moment to give us some feedback on our third annual survey, **"How Consumer America Views the Changing Financial Services Industry."** Please return this questionnaire to William Zimmerman, Editor, American Banker, One State Street Plaza, New York, N.Y. 10004. Telephone 212-943-4836.

(1.) How would you **change** the survey's articles and tables?

(2.) How useful did you find the consumer reaction to automated teller machine usage fees?

(3.) What do you like **best** about the survey?

(4.) What do you like **least** about the survey?

(5.) **How** do you use this information in your work?

(6.) What **new** survey information would you like to see?

Name (optional) _____

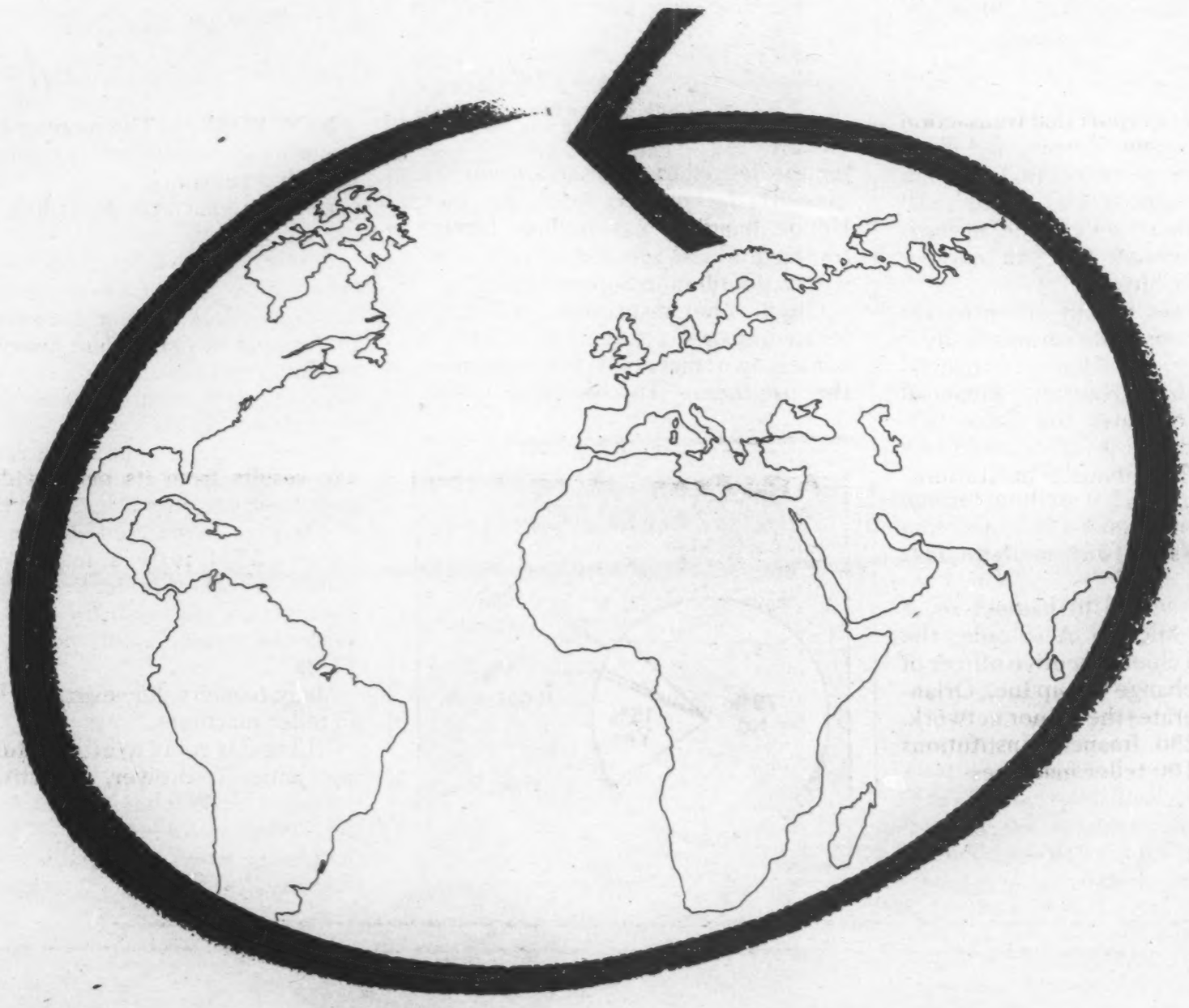
Title _____

Company _____

Address _____

Phone _____

Thank you for helping us improve.



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Off-Site . . .

Continued from Page 39

Supermarkets, along with convenience stores and gas stations, have been the most popular locations for off-site machines.

Citicorp recently acquired a struggling network of teller machines in supermarkets around New York City, and the holding company plans to expand the system significantly.

Several banks with large numbers of off-premises ATMs said the machines are a good way to provide more convenient service to customers.

"We always viewed this as a method of enhancing our distribution system for the convenience of our customers," said Raymond G. Theriault, manager of delivery systems at Mellon Bank (East) in Philadelphia. Almost half of Mellon's 300 or so ATMs are located off site, many at 7-Eleven convenience stores in southeastern Pennsylvania.

But many bankers are hard-pressed to justify the machines financially.

"It's very difficult, I think, to cost-justify an ATM, period," said Chris Farrell, vice president at Security Pacific National Bank in Los Angeles. "We look at an ATM as a means of delivering service."

This year, Security Pacific is installing only two or three off-site teller machines and is finishing installing its "first wave" of off-premises ATMs, Mr. Farrell said.

"I don't see where the payoff is," said Charles G. Raphael, vice president and head of electronic banking at National Bank of Detroit, and formerly of the bank's controller's office.

The ability to make money off these ATMs depends on the existence of a shared network and heavy usage by other banks' customers.

Every time a bank's cardholder uses another bank's ATM, the card-issuing bank must pay the ATM-owning bank a fee, usually 50 cents to 75 cents. These are called foreign or interchange transactions.

If a bank handles more interchange transactions on its own machines than its customers perform at other institutions' machines, the bank can generate a revenue stream from its teller machines.

"There are very few [banks] that have positive interchange, and there are even fewer that are making any money at it," Mr. Speer said.

But off-site machines have paid off at Connecticut Bank & Trust Co. in Hartford, which has installed about 40% of its 200 machines away from bank branches, said Mark J. Formica, executive vice president.

"The revenue stream is not strategically critical to the profitability of the bank," Mr. Formica said. "It does throw off mid-six figures in terms of the type of revenue we would be generating."

And the lure of interchange fees has prompted the First National Bank of Commerce in New Orleans to consider moving some of its ATMs from branches to off-site locations, said Del R. Tonguette, vice president at First National.

The bank will be operational early next year on Cirrus System Inc., the nationwide ATM network. And the bank hopes to generate a revenue stream from tourists and traveling business people using the bank's machines.

"Cirrus does believe that some of the ATMs we have down here are going to be some of the highest volume locations in the nation," Mr. Tonguette said.

Mr. Speer estimated that an off-premises machine is justified only if it can generate at least 8,000 monthly transactions.

But at Connecticut Bank & Trust, an off-site cash dispenser — which is cheaper to operate than a full-function ATM that takes deposits — can break even at 5,000 monthly transactions and make money at 6,000 or 7,000 transactions, Mr. Formica said.

And at Calfirst, the teller machine program in Safeway stores will break even if the cash dispensers, which do not take deposits, handle 3,000 monthly transactions, Mr. Pedersen said. "Deposit-taking adds a big expense to remote ATMs."

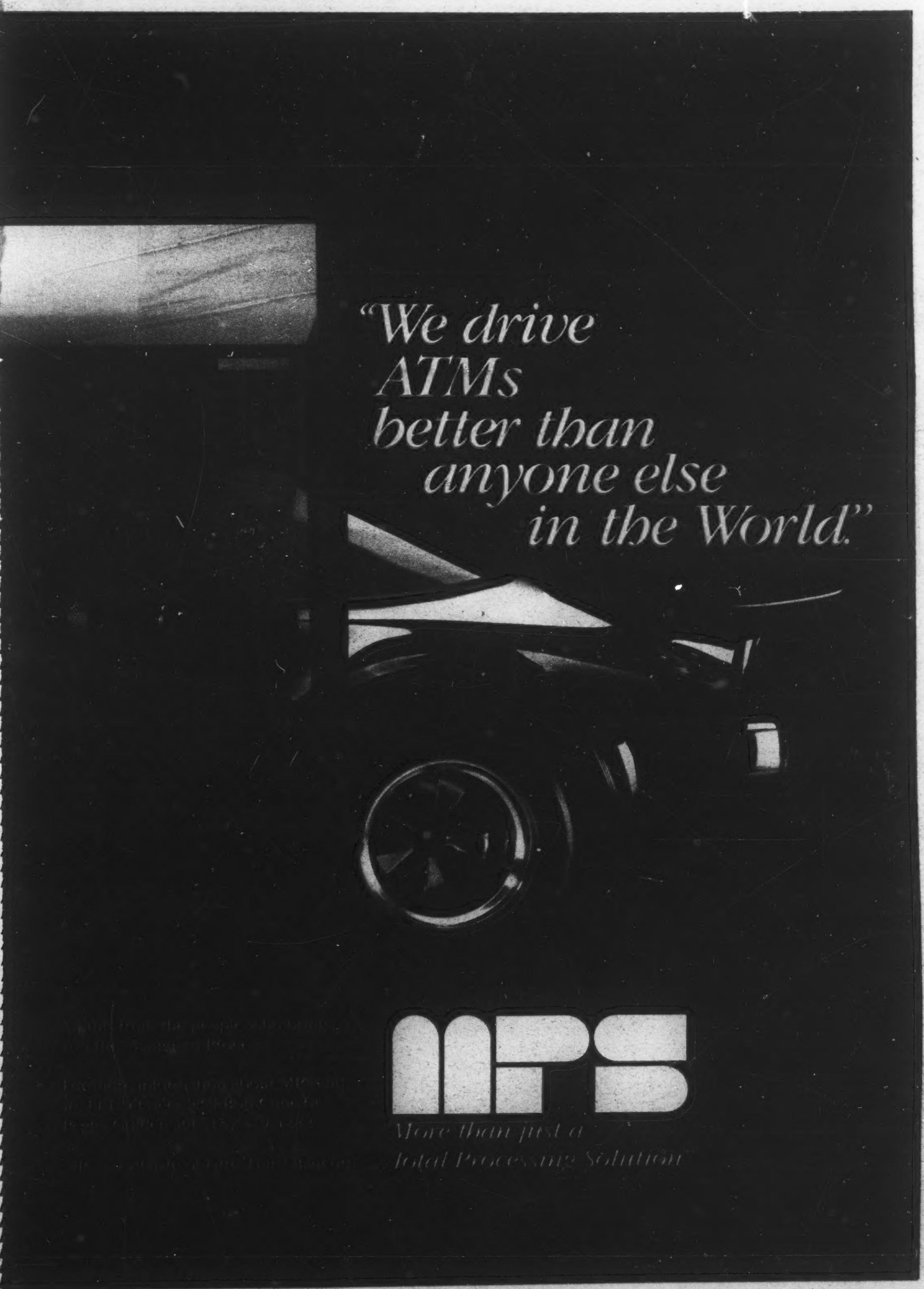
Off-premises machines in heavily trafficked locations are also a good advertising medium, some bankers said. These machines "are absolutely fantastic billboards," said Tim Ballinger, vice president at Central Trust Co. in Cincinnati, which installed its first off-site ATM in a Kroger supermarket in 1973.

Many of the good off-premises sites are already taken, Mr. Speer said. And some bankers are worried that in the long run, point-of-sale systems will threaten off-premises ATMs.

Point-of-sale systems let customers buy goods in stores with debit cards — the same cards they use in ATMs — and some merchants offer cardholders the option of getting cash back with a purchase. The amount of cash given to the customer is debited to his or her account at the time of the purchase.

Lucky Stores Inc., Dublin, Calif., is offering customers up to $200 cash back at its supermarkets as part of its participation in Interlink, the state's point-of-sale network. "Is it better to do that than use an ATM?" Mr. Pedersen asked.

— **Michael Weinstein**



CBS Leaves Trintex, Videotex Joint Venture With IBM and Sears

CHICAGO — IBM Corporation and Sears, Roebuck and Co. said they would become equal partners in Trintex following a decision by CBS to withdraw from the enterprise.

Trintex was formed by the three companies in February 1984 to develop and market a nationwide transaction and information network accessible through personal computers.

The action by CBS, agreed to by IBM and Sears, was said based on reassessment of CBS' priorities. It does not affect Trintex's operations or plans.

The television network's experiment in videotex began more than five years ago when it launched a venture with AT&T. Shortly after a nine-month pilot that delivered news, banking services and other informational databases to a small group of upscale New Jersey residents ended, CBS went into the partnership with IBM and Sears.

The Trintex service, one of several long-delayed videotex ventures planned by a number of major corporations, is expected to be commercially available within two years, IBM, Sears and CBS said in a news realease. Subscribers will be able to perform two-way transactions such as shopping and banking, exchange messages and access information and education services. ■